



U.S. Small Business
Administration

SUCCESS STORY

New Hampshire DISTRICT

Release Date: May 10, 2022

Release Number: NH-22-23

Contact: Cheryl Croto, Cheryl.Croto@sba.gov

Follow us on [Twitter](#), [Facebook](#), [Blogs](#) & [Instagram](#)

SBA's 2022 New Hampshire District Director Award

Steve Kesselring - Your Oil Tools, Hooksett



Steve Kesselring has always been motivated in business and passionate about helping others. Since 2013 he has been the president and CEO of Your Oil Tools in Hooksett. Your Oil Tools was formed after a life-changing truck fire that almost took Steve's life. In the process of trying to stop the truck fire and extinguish the flames, Steve was exposed to toxic fumes that left him with chemical burns to his lungs and smoke inhalation. Steve spent the next almost 2 years recovering from the fire, trying countless doctors, specialists, and medical treatments. But nothing seemed to help him get back to his normal daily life. That all changed one day in 2013 when his wife brought home some essential oils she had been given by a friend. Steve was hesitant to try them, but it ended up leading him down a path to finally healing from the accident.

The headaches he typically had daily from his medication started to dissipate within 20 minutes of putting a few drops of essential oils on the back of his neck and temples. Within a few days of using the oils, he had more energy and was even beginning to breathe easier. Steve began to incorporate other natural health solutions into his recovery,



U.S. Small Business
Administration

SUCCESS STORY

New Hampshire DISTRICT

Release Date: May 10, 2022

Release Number: NH-22-23

Contact: Cheryl Croto, Cheryl.Croto@sba.gov

Follow us on [Twitter](#), [Facebook](#), [Blogs](#) & [Instagram](#)

changing his diet and using essential oils regularly. “Over the last 10 years, I have learned how to manage my health issues naturally. It would be gimmicky of me to say it changed my life, but it did! That’s why I’m so passionate about what I do. This experience led me on a path I would’ve never chosen for myself, but it brought an understanding you can’t get anywhere else. I’m truly grateful to be alive and have the opportunity to run a company that genuinely cares about everything we try to accomplish,” explained Steve.

The experience changed his own life so much, he knew he wanted to share the experience with others.

In 2018, Steve was connected to SCORE, a resource partner of the SBA, through his business partner and has worked with the organization ever since. He said that their guidance and expertise was a valuable support as the company grew exponentially in a short amount of time. “I’ve worked with several mentors over the years for different things,” Steve said. “If I say I need help with this or that, SCORE has been great at finding me those people to learn from.” According to Steve, “This support continued to be helpful during the turbulent times of COVID-19 with the SBA Economic Injury Disaster Loan (EIDL), Paycheck Protection Program (PPP), and some counseling sessions from another SBA resource partner NH Small Business Development Center (NH SBDC).”

Your Oil Tools saw massive growth at the beginning of the pandemic - with daily orders jumping from an average of 200 to nearly 6,000 virtually overnight. The company was left scrambling to find more staff to manage the influx of business and over the last 18 months has seen a lot of changes in the business. Over the years Steve has taken every opportunity to learn and grow his knowledge by attending training, trade shows, and most recently graduating from the Goldman Sachs 10,000 Small Businesses Program.

Today, Your Oil Tools is one of the largest aromatherapy supply companies in the country. They sell essential oils, educational and lifestyle products, and essential oil equipment - things like spray bottles, diffusers, rollers and more - to consumers and other essential oil and natural health businesses. The company saw solid growth for its first five years, moving to a larger location three times in five years and even expanding internationally - opening locations in the UK and Australia.

With the industry and the business settling into a new normal now at the end of 2021, Steve said his focus going forward is to continue to grow his own business and support others trying to start e-commerce businesses of their own. He’s started teaching workshops for SCORE and has also worked on his own with many small business owners looking for guidance. In the future, Steve said he hopes he can continue to spread awareness of not just



U.S. Small Business
Administration

SUCCESS STORY

New Hampshire DISTRICT

Release Date: May 10, 2022

Release Number: NH-22-23

Contact: Cheryl Croto, Cheryl.Croto@sba.gov

Follow us on [Twitter](#), [Facebook](#), [Blogs](#) & [Instagram](#)

essential oils, but the essentials for building a business, too. “I’m really trying to give back and share what I’ve learned,” Steve said. “I just want people to succeed. That is why I am in business.”

To learn more about Your Oil Tools, visit their website: www.youroiltools.com.

Award winners were honored at the 2022 National Small Business Week celebration, sponsored by the NH Office of the U.S. Small Business Administration (SBA) and the NH Banker’s Association, on Thursday, May 12th at the Manchester Country Club in Bedford.

#

